### 4-year Suggested Study Plan for BBA Business Analysis (Business Analysis Stream) with a Second Major in Information Management (Business Intelligence Stream)

**for Normative 4-Year IFMG 2nd Major Students of Catalogue Term of Sem A 2020/2021**

| Offer Year | Yr/Sem | CB2100 Introduction to Financial Accounting | CB2601 Marketing | CB2201 Operations Management | CB2400 Micro-Economics | GE1401 University English or EAP (Note 1) | CB2200 Business Statistics | GE (Note 2) | CB2500 Information Management | IS2400 Business Project Management | GE2402 English for Business Communication or EAP (Note 1) | CB2402 Macro-Economics | IS3251 Analysis using SAS | IS3252 Regression Analysis | GE1501 Chinese Civilization – History & Philosophy | CHIN1001 University Chinese I (Note 3) | CB2300 Management | IS2200 Probability and Applications in Business | IS2405 E-Business | IS3430 Systems Analysis and Design | GE1401 University English (for students taken EAP) | CB2500 Information Management | IS3427 Business Survey Design | IS3208 Global Project Management | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics | GE1401 University English or EAP (Note 1) | CB3800 Business Practice Internship (3) | MS3322 Quality Management | MS3227 Cryptocurrency and Blockchain (3) | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics |
| 2019 | 1A | CB2100 Introduction to Financial Accounting | CB2601 Marketing | CB2201 Operations Management | CB2400 Micro-Economics | GE1401 University English or EAP (Note 1) | CB2200 Business Statistics | GE (Note 2) | CB2500 Information Management | IS2400 Business Project Management | GE2402 English for Business Communication or EAP (Note 1) | CB2402 Macro-Economics | IS3251 Analysis using SAS | IS3252 Regression Analysis | GE1501 Chinese Civilization – History & Philosophy | CHIN1001 University Chinese I (Note 3) | CB2200 Business Statistics | IS2200 Probability and Applications in Business | IS2405 E-Business | IS3430 Systems Analysis and Design | GE1401 University English (for students taken EAP) | CB2500 Information Management | IS3427 Business Survey Design | IS3208 Global Project Management | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics | GE1401 University English or EAP (Note 1) | CB3800 Business Practice Internship (3) | MS3322 Quality Management | MS3227 Cryptocurrency and Blockchain (3) | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics |
| 2020 | 1B | CB2100 Introduction to Financial Accounting | CB2601 Marketing | CB2201 Operations Management | CB2400 Micro-Economics | GE1401 University English or EAP (Note 1) | CB2200 Business Statistics | GE (Note 2) | CB2500 Information Management | IS2400 Business Project Management | GE2402 English for Business Communication or EAP (Note 1) | CB2402 Macro-Economics | IS3251 Analysis using SAS | IS3252 Regression Analysis | GE1501 Chinese Civilization – History & Philosophy | CHIN1001 University Chinese I (Note 3) | CB2200 Business Statistics | IS2200 Probability and Applications in Business | IS2405 E-Business | IS3430 Systems Analysis and Design | GE1401 University English (for students taken EAP) | CB2500 Information Management | IS3427 Business Survey Design | IS3208 Global Project Management | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics | GE1401 University English or EAP (Note 1) | CB3800 Business Practice Internship (3) | MS3322 Quality Management | MS3227 Cryptocurrency and Blockchain (3) | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics |
| 2021 | 2A* | CB2100 Introduction to Financial Accounting | CB2601 Marketing | CB2201 Operations Management | CB2400 Micro-Economics | GE1401 University English or EAP (Note 1) | CB2200 Business Statistics | GE (Note 2) | CB2500 Information Management | IS2400 Business Project Management | GE2402 English for Business Communication or EAP (Note 1) | CB2402 Macro-Economics | IS3251 Analysis using SAS | IS3252 Regression Analysis | GE1501 Chinese Civilization – History & Philosophy | CHIN1001 University Chinese I (Note 3) | CB2200 Business Statistics | IS2200 Probability and Applications in Business | IS2405 E-Business | IS3430 Systems Analysis and Design | GE1401 University English (for students taken EAP) | CB2500 Information Management | IS3427 Business Survey Design | IS3208 Global Project Management | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics | GE1401 University English or EAP (Note 1) | CB3800 Business Practice Internship (3) | MS3322 Quality Management | MS3227 Cryptocurrency and Blockchain (3) | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics |
| 2022 | 2B* | CB2100 Introduction to Financial Accounting | CB2601 Marketing | CB2201 Operations Management | CB2400 Micro-Economics | GE1401 University English or EAP (Note 1) | CB2200 Business Statistics | GE (Note 2) | CB2500 Information Management | IS2400 Business Project Management | GE2402 English for Business Communication or EAP (Note 1) | CB2402 Macro-Economics | IS3251 Analysis using SAS | IS3252 Regression Analysis | GE1501 Chinese Civilization – History & Philosophy | CHIN1001 University Chinese I (Note 3) | CB2200 Business Statistics | IS2200 Probability and Applications in Business | IS2405 E-Business | IS3430 Systems Analysis and Design | GE1401 University English (for students taken EAP) | CB2500 Information Management | IS3427 Business Survey Design | IS3208 Global Project Management | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics | GE1401 University English or EAP (Note 1) | CB3800 Business Practice Internship (3) | MS3322 Quality Management | MS3227 Cryptocurrency and Blockchain (3) | IS4335 Data Visualization | IS4834 Business Intelligence and Analytics |

**Minimum Credits Required**
- GE: 4 GE courses + 3 College Electives (21 CU)
- GE: 2 ENGL + CCCV (9 CU)
- College: 11 College Core (33 CU)
- BANL Home Major: 10 Major courses (30 CU)
- IFMG (Bi) 2nd Major: 9 Major courses (27 CU)
- Min. Total: 40 courses (120 CU)
- Max. Allowable: 48 courses (144 CU)

**Note:**
1. **English Language Requirement:** Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

2. **Gateway Education Course Distributional Requirements**
   - Take at least 3 credits from each of the 3 areas:
     - Area 1: Arts and Humanities
     - Area 2: Study of Societies, Social and Business Organizations
     - Area 3: Science and Technology

3. **Chinese Language Requirement**
   - Students scoring below Level 4 in HKDSE Chinese Language, or scoring below Grade D in HKALE AS-level Chinese Language and Culture are required to take a 3-credit unit course CHIN1001 University Chinese I.

4. **Stream Core Courses**
   - Students will select 2 courses out of the IS electives pool below, from among the Stream Core courses of other IFMG Streams, or from among other IS courses as approved by the IFMG Major Leader.

### IS Major Electives
- Students are required to take 3 electives from Groups A and B and at least 1 must be from Group A in the following list:

#### Group A:
- MS3224 Business Survey Design
- MS3430 Internship for Business Analysis and Operations Management
- MS4212 Predictive Analytics and Forecasting
- MS4251 Quantitative Analysis for Marketing
- MS4253 Business Analysis Project
- MS4262 Advanced Analytics Using SAS

#### Group B:
- MS4230 Data Structure and Algorithms (3)
- MS4311 Cryptocurrency and Blockchain (3)
- MS4330 Java Programming for Business (3)
- MS4340 Website Design for e-Commerce (3)
- MS4350 Mobile Apps (3)
- MS4360 Business Process and Service Management (3)
- Any one Core course from other BBA Majors

**Subject to fulfilling prerequisite requirements**

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**BBAU/2019 (BANL+IFMG-BI)**

**BBAU4 (BANL + IFMG-BI)**

**IFMG 2nd Major Catalogue Term: Sem A 2020/2021**

Updated on 27 Mar 2020
### 4-Year Suggested Study Plan for BBA Information Management (Business Intelligence Stream) with a Second Major in Business Analysis

**for Normative 4-Year BBA Major Students of Catalogue Term of Sem A 2020-2021**

<table>
<thead>
<tr>
<th>Yr/Sem</th>
<th>Either Sem A / B</th>
<th>Either Sem A / B</th>
<th>Either Sem A / B</th>
<th>GE</th>
<th>GE1401 / EL0200A University English or EAP (Note 1)</th>
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<tbody>
<tr>
<td><strong>1A</strong></td>
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<tr>
<td></td>
<td>CB2201 Operations Management</td>
<td>CB2400 Micro-Economics</td>
<td>CB2500 Information Management</td>
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<td><strong>1B</strong></td>
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<td></td>
<td>CB2100 Introduction to Financial Accounting</td>
<td>CB2300 Management</td>
<td>CB2601 Marketing</td>
<td>(Note 4)</td>
<td>CB2200 Business Statistics</td>
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<td></td>
<td>IS1501 Introduction to Managerial Accounting</td>
<td>CB2402 Business Intelligence</td>
<td>IS3331 Database Management</td>
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<td>CB2402 / EL02008 English for Business Communication or EAP (Note 1)</td>
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<td>College Elective (Note 5)</td>
<td>CB3410 Financial Management</td>
<td>IS2055 E-Business</td>
<td>IS3430 Systems Analysis and Design</td>
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<td>MS3110 Quantitative Business Analysis with VBA</td>
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<td>GE (Note 4)</td>
<td>Stream in BI</td>
<td>IS2494 Python Programming for Business</td>
<td>IS3524 Regression Analysis</td>
<td>MS3521 Analytics using SAS</td>
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<td>College Elective (Note 5)</td>
<td>Stream in BI</td>
<td>IS3100 Techniques for Big Data</td>
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<td>MS3227 Probability and Applications in Business</td>
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<td>College Elective (Note 5)</td>
<td>IS4532 Global Project Management</td>
<td>Stream in BI</td>
<td>IS4834 Business Intelligence and Analytics</td>
<td>MS4224 Enterprise Data Mining</td>
<td>MS Major Elective 3</td>
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<td></td>
<td>CB4303 Strategy &amp; Policy</td>
<td>Stream in BI</td>
<td>IS4335 Data Visualization</td>
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<td>MS4226 Big Data Analytics</td>
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**Minimum Credits Required (Credit Units)**

- GE: 4 GE courses (12 CU) = 3 College Electives (3 CU) + GE English - 2 courses (6 CU)
- IS Major Electives: 15 Major courses (45 CU) + 1 Core & Elective course from other BBA Majors (3 CU) + MS Major Elective 1 (3 CU) + GE1401 University English (3 CU) + MS Major Elective 2 (3 CU) + MS Major Elective 3 (3 CU) + MS Major Elective 4 (3 CU) + MS Major Elective 5 (3 CU) + MS Major Elective 6 (3 CU) + MS Major Elective 7 (3 CU) + MS Major Elective 8 (3 CU)

**Note**

1. **English Language Requirements**
   - Students admitted with Level 3 or below in HKDSE English OR Grade E or below in HKALE AS in Use of English are required to complete two 3-credit EAP courses, EL0200A English for Academic Purposes 1 and EL0200B English for Academic Purposes 2, prior to taking the 2 GE English courses (GE1401 University English and GE2402 English for Business Communication). EL0200A & EL0200B will not be counted towards the minimum credit units required for graduation and will not be included in the calculation of CGPA. However, they will be counted towards the maximum credit units permitted.

2. **Chinese Language Requirements**
   - Students who demonstrate that they have achieved a grade B or above in their overall course results for EL0200A will achieve 3 credits and also be considered to have satisfied the pre-requisite for entry to the GE English courses without needing to take EL0200B.

3. **Gateway Education Course Distributional Requirements**
   - Take at least one course (3 CU) from each of the areas below:
     - Area 1: Arts and Humanities
     - Area 2: Study of Societies, Social and Business Organizations
     - Area 3: Science and Technology
     - Area 4: Business (I)

**IS Major Electives**

- IS2326 Business Data and Algorithms (3)
- IS3101 Cryptocurrency and Blockchain (3)
- IS3200 Java Programming for Business (3)
- IS4202 Website Design for Commerce (3)
- IS4206 Mobile App (3)
- IS4800 Business Process and Service Management (3)
- IS4800 Business Process and Service Management (3)
- IS4800 Business Process and Service Management (3)
- X0000 Any one Core course from other BBA Majors (3)

**IS Department reserves the right to make adjustments to the course offering pattern whenever appropriate. Programme structure, course codes and course titles are subject to continuous review and changes without prior notice.**